



WDIV

ORDER

Print Date 11/07/12

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Flight Dates **11/02/12-11/06/12**

Contract / Revision **263619 /**

Original Date / Revision
11/02/12 11/02/12

Advertiser **Pol/B Obama/Pres/D**

Agency **GMMB**

Buying Contact

**3050 K Street NW
Suite 100
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

**3050 K Street NW
Suite 100
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06402709**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 69925

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	22	\$59,436.25	\$69,925.00	0.00	10/29/12	11/06/12	22	\$59,436.25	\$69,925.00
Totals	22	\$59,436.25	\$69,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	11/05/12	11/06/12	4-5a Lcl Nws 11/5-11/6 Lcl Nws 11/5-11/6	CM	4-5a	MT-----	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					3	\$400.00		0.00			
E 2	WDIV	11/05/12	11/06/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	5-530a (5:00 AM-5:30 AM)	MT-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		0.00			
E 3	WDIV	11/05/12	11/06/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	MT-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$700.00		0.00			
E 4	WDIV	11/05/12	11/05/12	Monday 8-10p The Voice	CM	8-10PM	2-----	:30	2	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$10,000.00		0.00			
E 5	WDIV	11/03/12	11/03/12		CM	330-7p	-----3-	:30	3	\$1,425.00	LUR	0.00	NM	3	\$4,275.00

